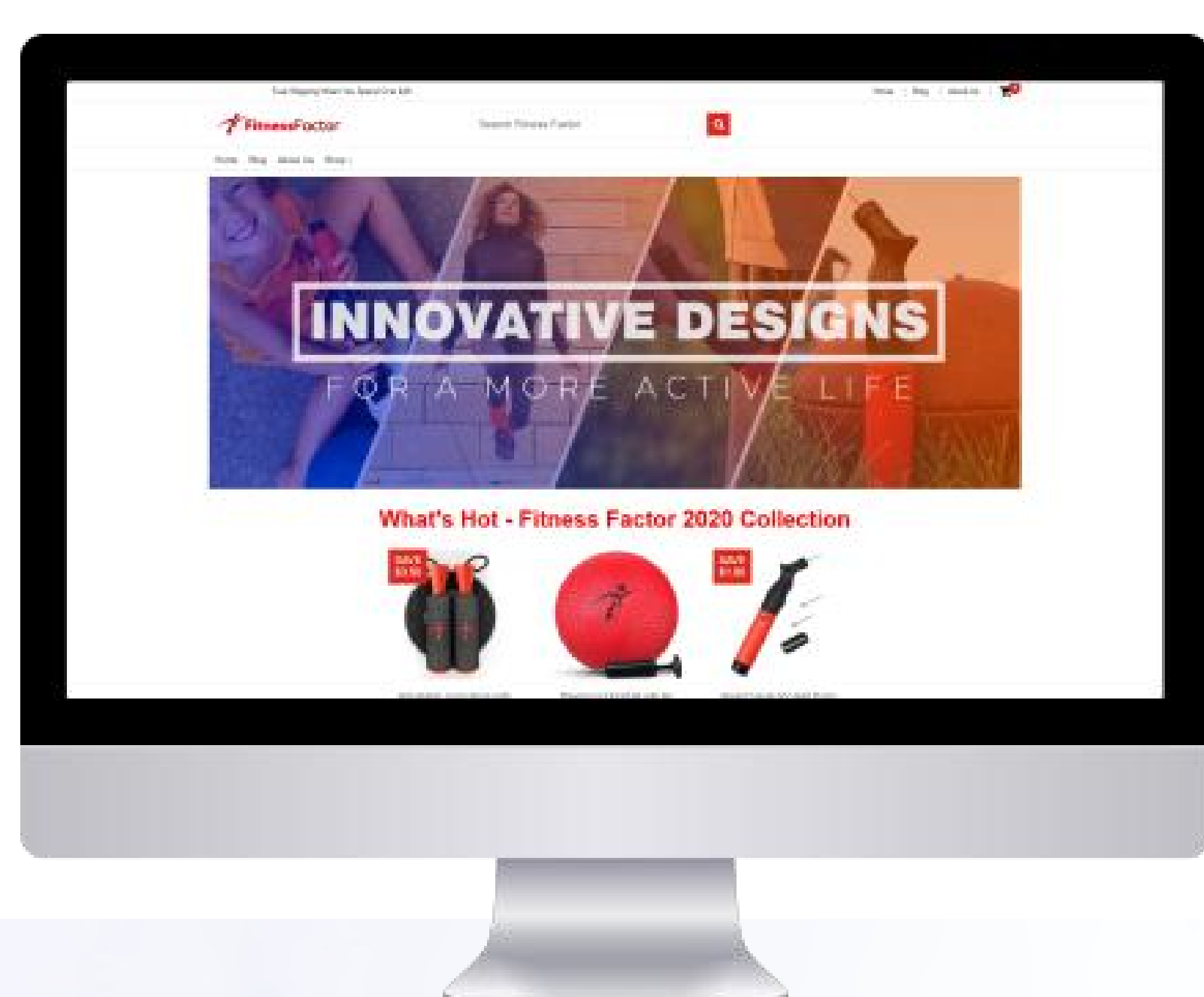




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Fitness Facto

Fitness Factor® was founded in 2015 with the goal of providing ordinary people with the equipment they need to stay healthy and enjoy an active life.

We focus on re-thinking and improving classic sports and fitness equipment - adding new features, fixing existing problems, and increasing comfort.

Our journey began with the Fitness Factor Adjustable Jump Rope. We found that existing jump ropes often twisted and tangled; were difficult to adjust, or didn't adjust at all; were uncomfortable to hold for long periods of time; or broke quickly.

For a more active life



Active as fun your life better

Fitness Factor® understands both the importance of active as fun and how hard it is to attain, which is why we've designed products that make staying fit and active as fun, easy, and comfortable as possible.

All in the pursuit of making your life better. Because we know you don't want to fumble around with poorly designed equipment that uses up our time and energy when you're already running low on energy. You want to focus on your workout, on your game, on what's important to you.

